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Guided Capstone Project Report

Springboard Data Science

April 2022 Cohort

Big Mountain Resort

Big Mountain Resort is a ski resort located in the beautiful state of Montana. They offer

spectacular views of Glacier National Park and Flathead National Forest, with access to 105

trails. Roughly 350,000 people ski/snowboard at Big Mountain. The main problem that Big

Mountain Resort is facing is how they can implement a strategy to create a stronger valuation for

their ticket prices by cutting costs while keeping their pricing model competitive within the

market average of other ski resorts in the area. Big Mountain resort currently charges $81 for an

adult ticket. This puts management and the park as the most expensive resort in Montana.

According to the data provided, Big Mountain facilities could support a ticket price of $94,

which in return would bring in an additional $22million to support the expenses that the team is

currently facing.

The key four features that will help to
analyze this data will be: total_chairs,
fastQuads, vertical_drop, and Runs (see
charts below). These four correlations will
help give statistical purposes to increase
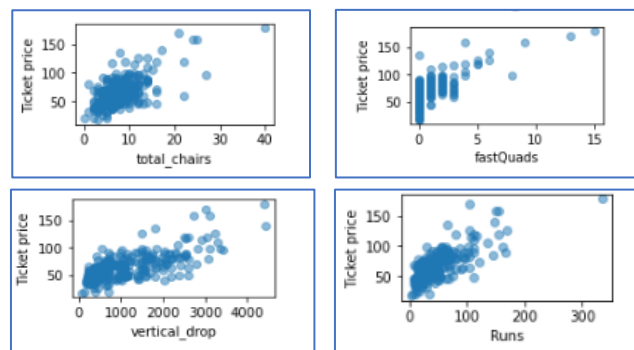
ticket prices and create a revenue generating idea. If we look at the below charts, we can see

different ratios in comparison to ticket prices.
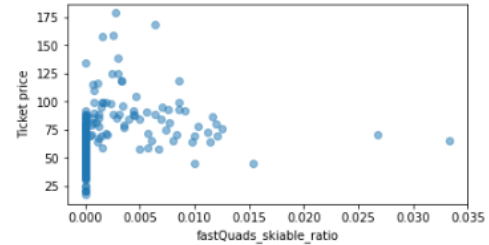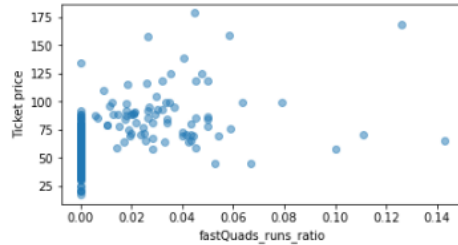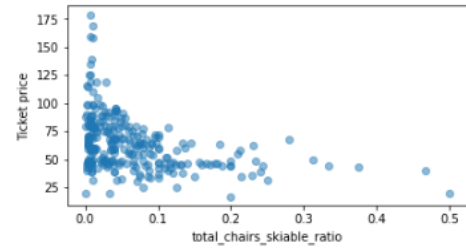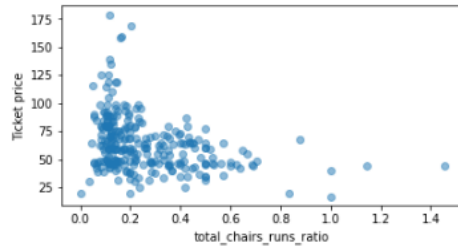
From the above ratio to ticket price charts, we can further analyze that ticket prices are deemed to increase when the total amount of chairs and possible ran quads are present.

After the completion of a data analysis and running through a few different scenario analyses, we can project that the best scenario for increased revenue is to extend the vertical drop by adding a run serviced by a new chair lift that extends the vertical drop by 105 feet. This model (Scenario 3 of the data analysis) will support a ticket price increase of just about $2, coming to well over $3million revenue over the upcoming season.